

# BIRD

*Rugs and Floor Coverings*



## PATTERNS FOR 1938

### FALL SUPPLEMENT

# ● *These New Fall Patterns*

are to be added to your regular 1938 pattern book. Moisten the gummed back and place this supplementary pattern book on the inside back cover of your Bird Pattern Book.

The great number and variety of Bird Products testify to the vast manufacturing experience supporting every article you use made by Bird and Son, inc.

The most familiar Bird Products are Asphalt Roofings and Building Papers, Asphalt Mineral Surfaced Shingles and Sidewall Coverings, Printed Felt Base and Chromalin Floor Coverings, Solid Fibre and Corrugated Shipping Containers, Shoe Cartons, Paper Flower Pots and Index Board.



## BIRD AND SON, inc.

ESTABLISHED 1795

Flooring Division

EAST WALPOLE, MASS.

NEW YORK

CHICAGO

# BIRD *Chromalin*



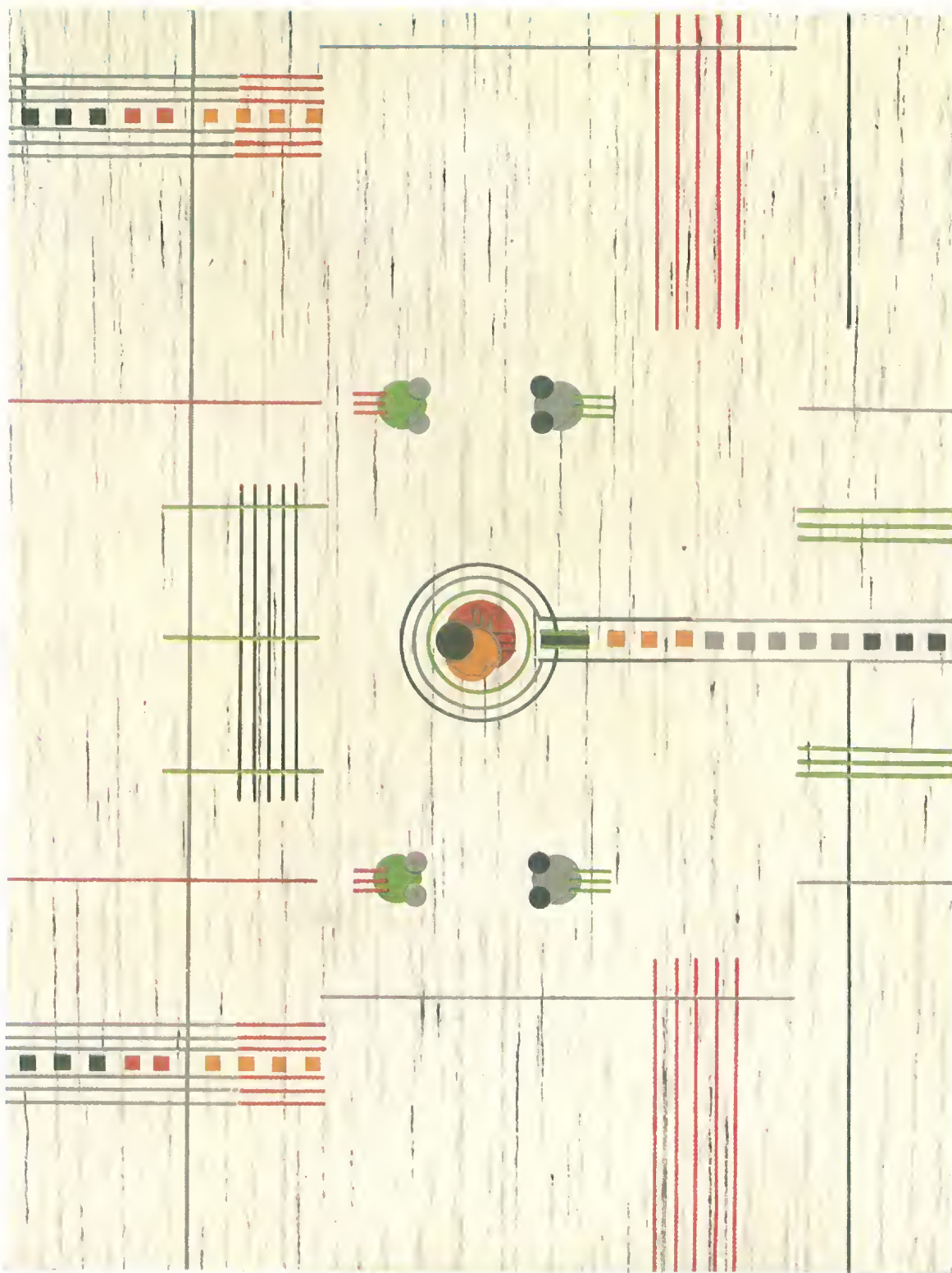
See how the color and pattern of Chromalin go right through the entire wearing surface all the way down to the backing. Chromalin will keep its charming design and color, and the same satin smooth finish throughout its long life.



A typical Chromalin floor using standard assembled border material and ready to lay Chromasets.



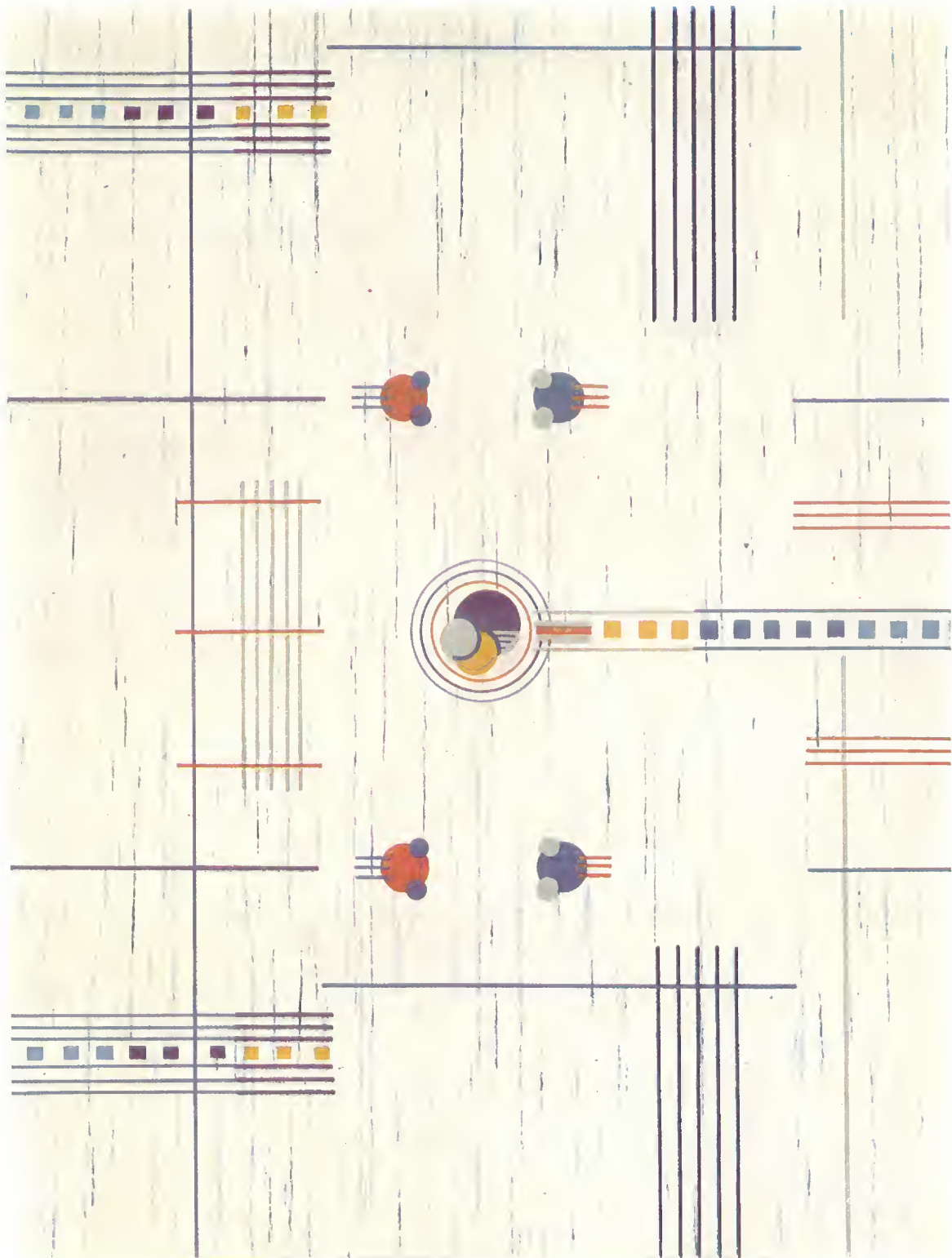
# CHROMALIN



No. 9476

sizes 9x12, 9x10½, 7½x9, 6x9,

Showing full 9x12 Rug  
1/18 Reduction

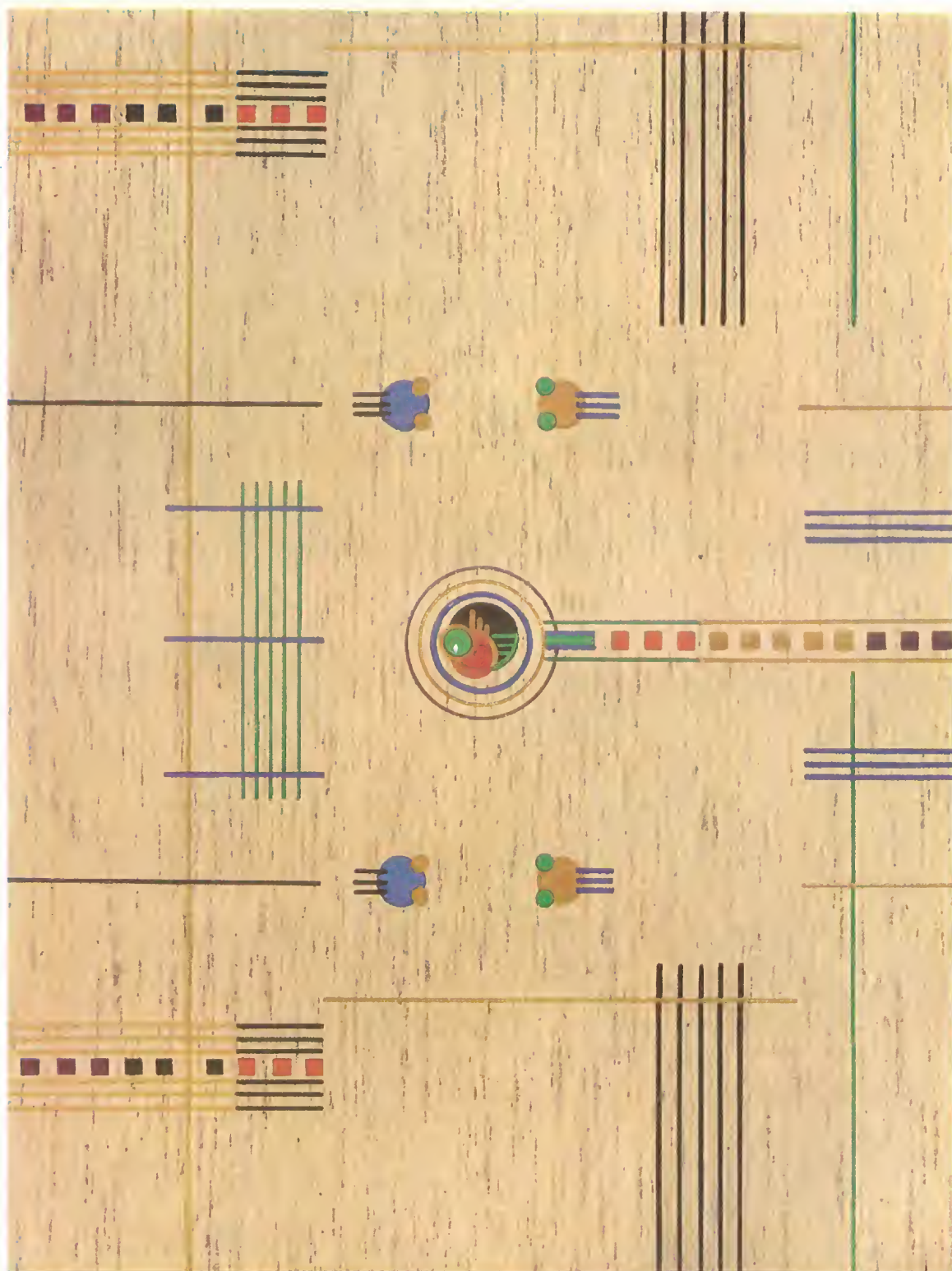


No. 9473

sizes 9x12, 9x10½, 7½x9, 6x9,

Showing full 9x12 Rug  
1/18 Reduction

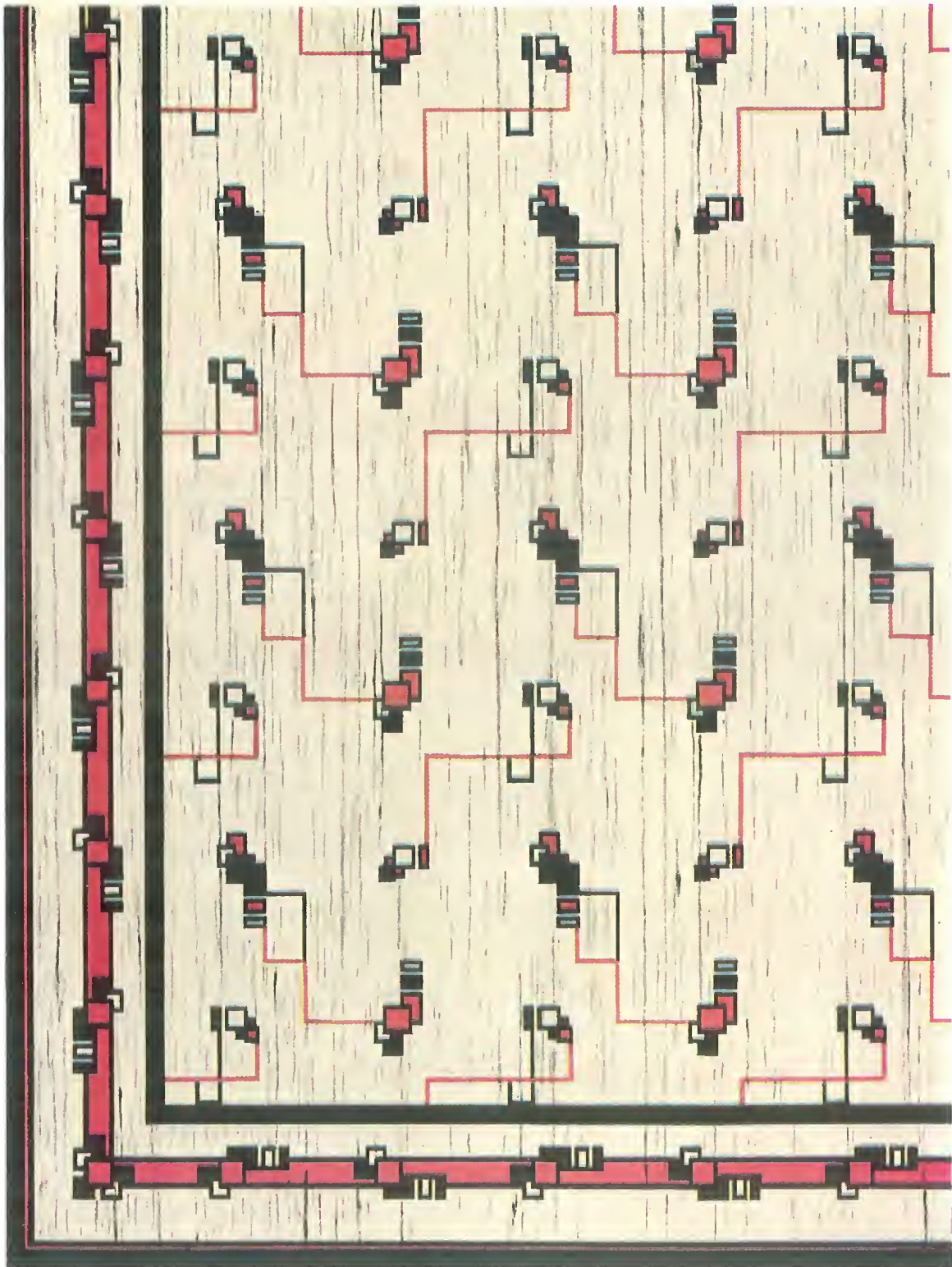




No. 9471

sizes 9x12, 9x10½, 7½x9, 6x9,

Showing full 9x12 Rug  
1/18 Reduction



No. 9466

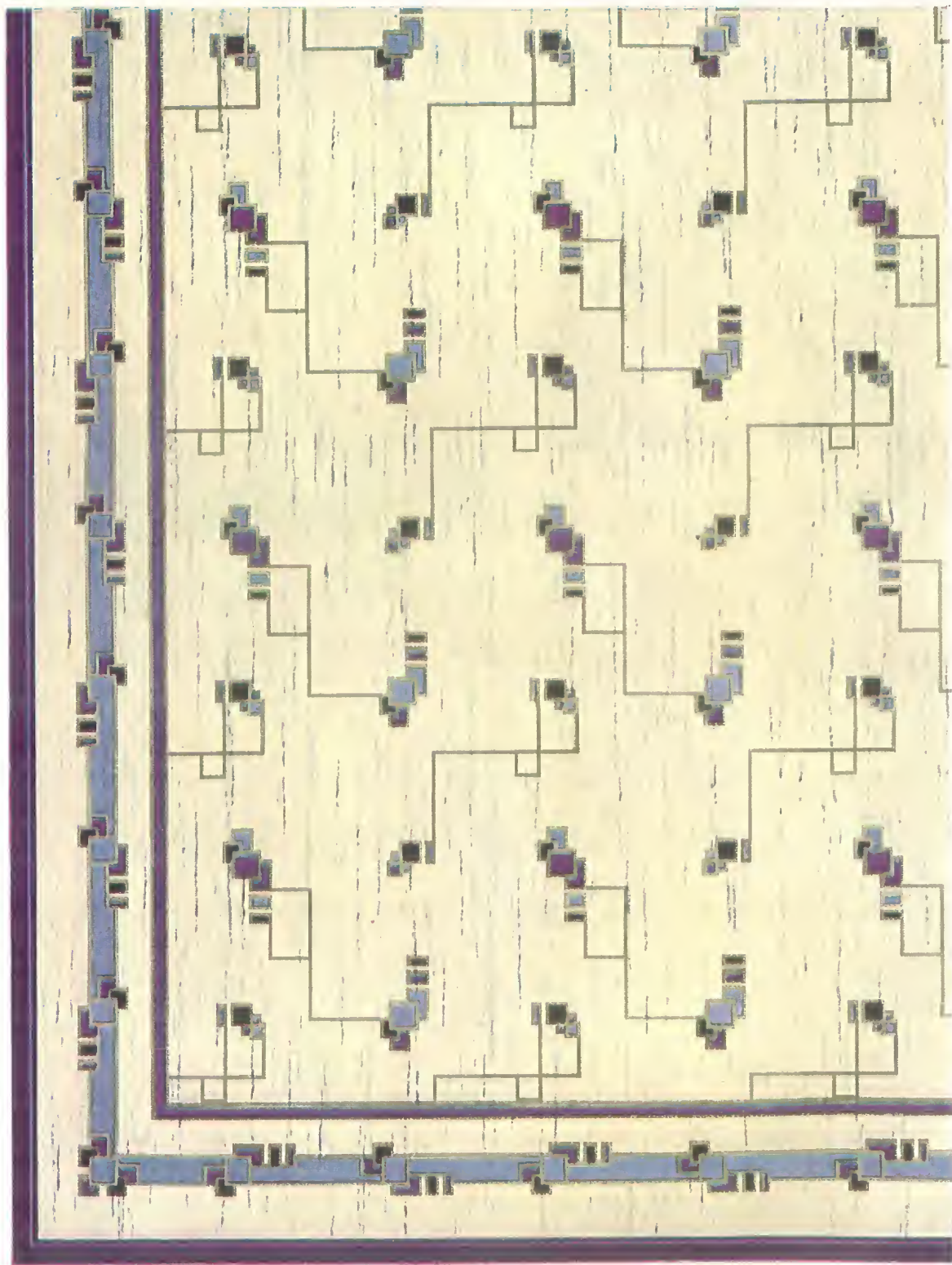
sizes 9x12, 9x10½, 7½x9, 6x9,

also 8/4 & 12/4

Repeat 18"



# CHROMALIN



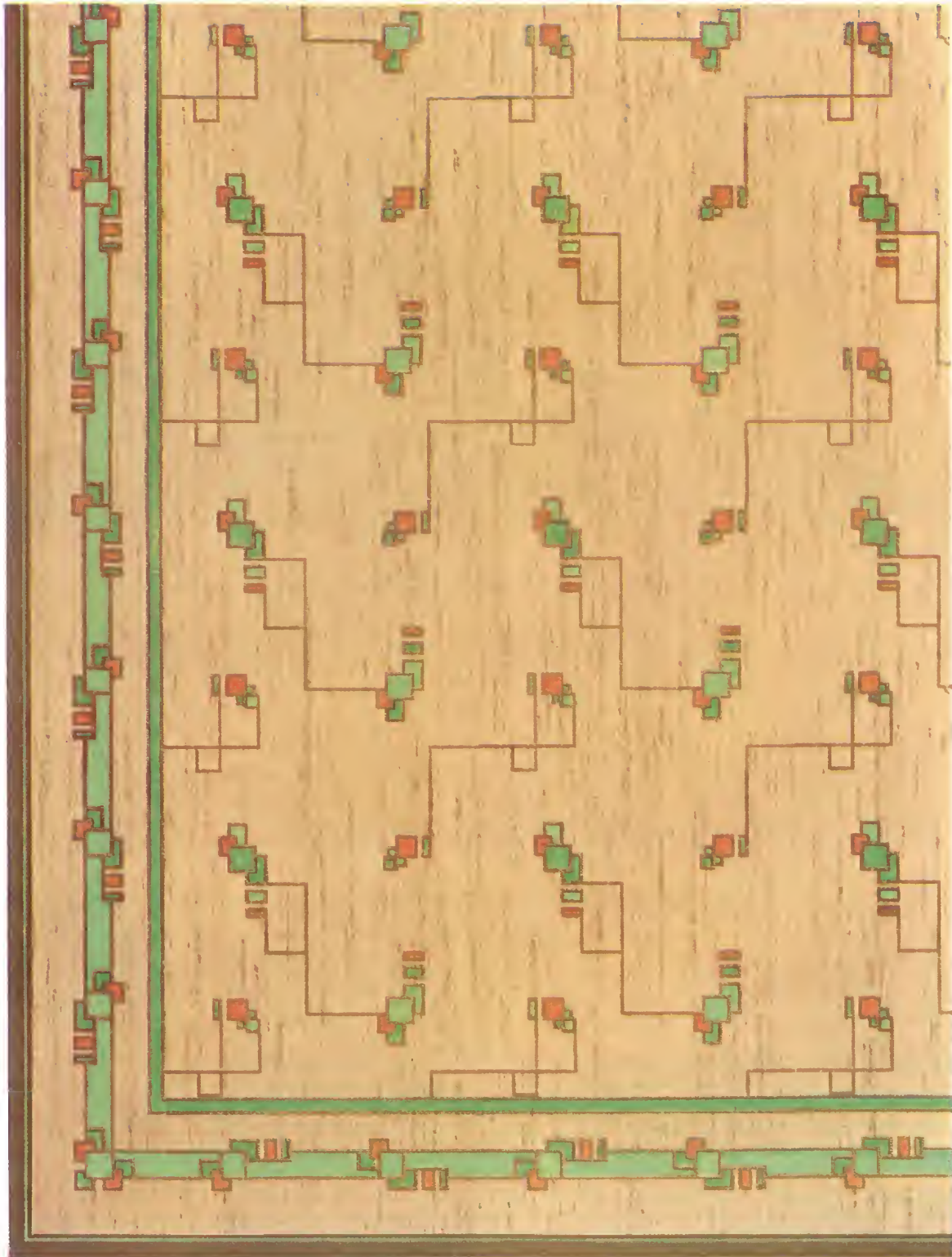
No. 9463

sizes 9x12, 9x10½, 7½x9, 6x9,

also 8/4 & 12/4

Repeat 18"





No. 9461

sizes 9x12, 9x10½, 7½x9, 6x9,

also 8/4

Repeat 18"



# CHROMALIN

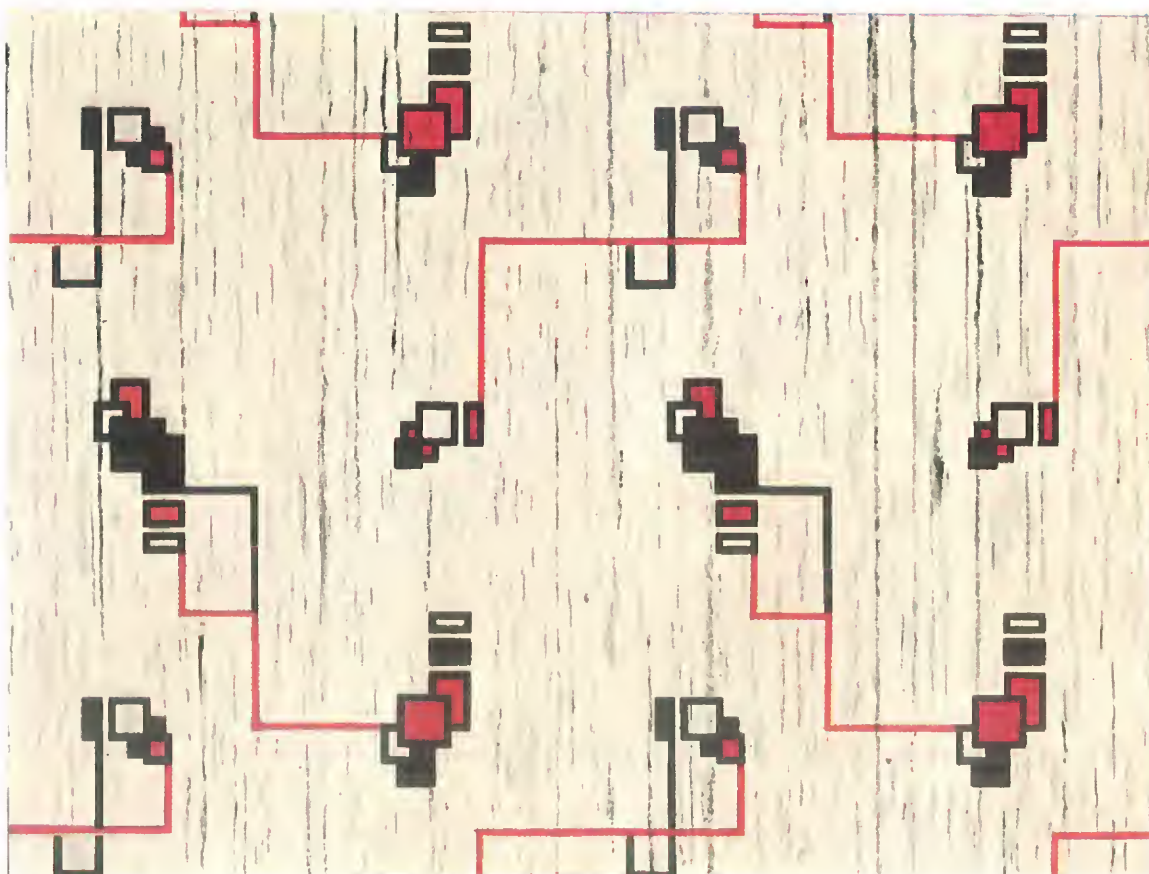


No. 9413

sizes 9x12, 9x10½, 7½x9, 6x9,

Repeat 36"





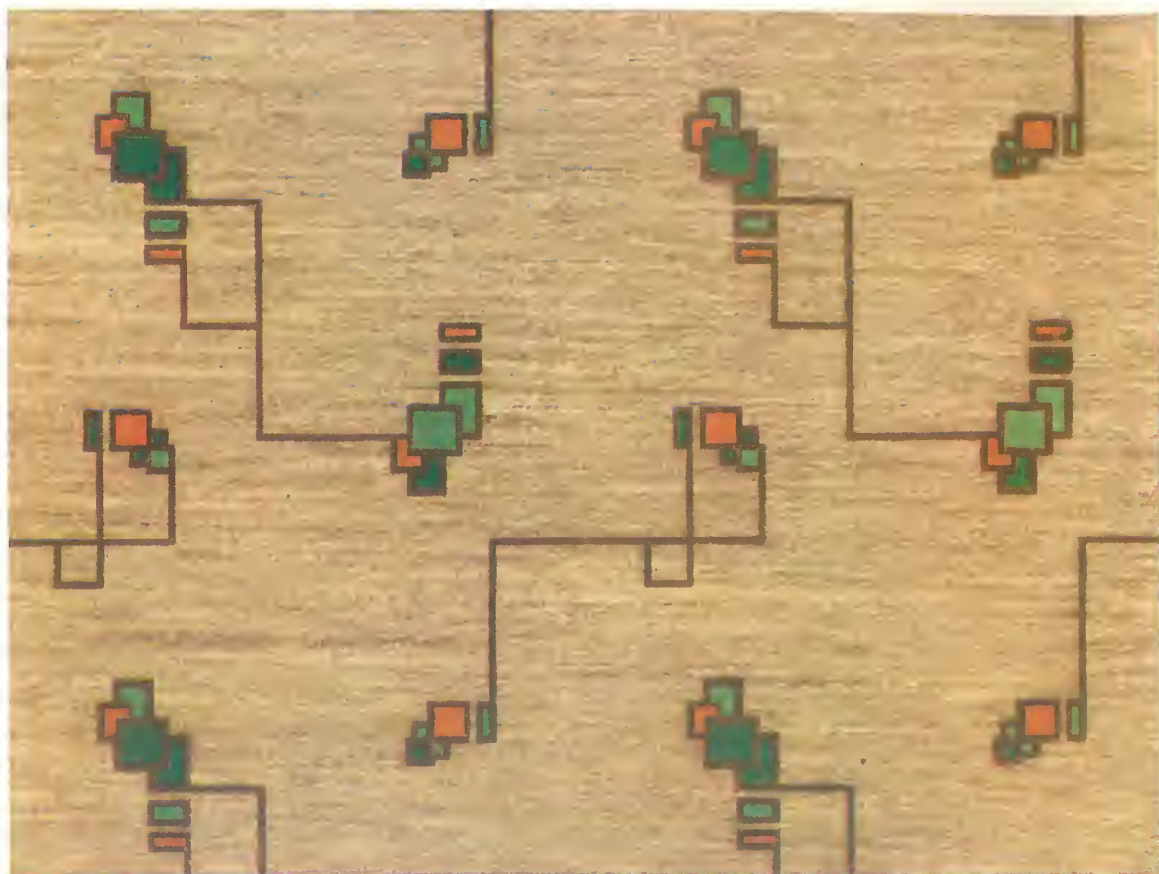
No. 466 2 yds. wide, 8/4 No. 0466 3 yds. wide, 12/4 rugs also Repeat 18"



No. 456 2 yds. wide, 8/4 No. 0456 3 yds. wide, 12/4 rugs also Repeat 18"

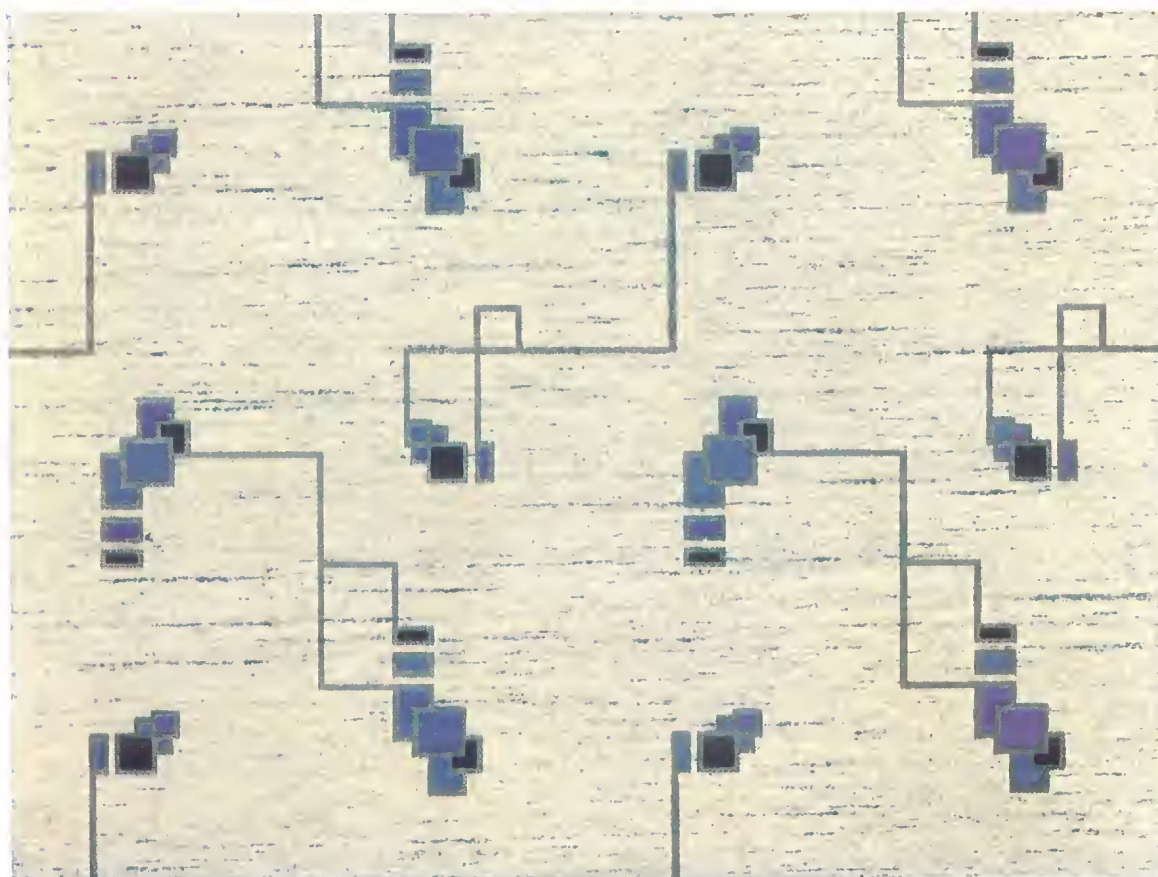


# CHROMALIN



No. 461 2 yds. wide, 8/4

rugs also Repeat 18"



No. 463 2 yds. wide, 8/4 No. 0463 3 yds. wide, 12/4 rugs also Repeat 18"





No. 451 2 yds. wide, 8/4 No. 0451 3 yds. wide, 12/4 Repeat 18"

## JASPÉ



No. 30 2 yds. wide, 8/4 only



No. 31 2 yds. wide, 8/4 only

# CHROMALIN

## Jaspé



32 2 yds. wide, 8/4 only



33 2 yds. wide, 8/4 only



35 2 yds. wide, 8/4 only

## Assembled Borders



56-A Black Jaspe Eggshell



56-B Black Jaspe Emerald Green



56-C Black Jaspe Crimson



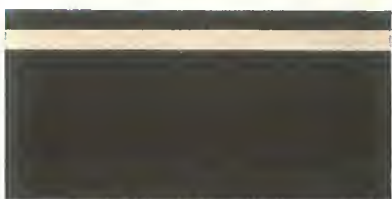
56-D Black Jaspe Turquoise Blue



56-E Black Jaspe Orange



56-F Black Jaspe Yellow



206-A Black Eggshell



206-B Black Emerald Green



206-C Black Crimson



206-D Black Turquoise Blue



206-E Black Orange



206-F Black Yellow

The following colors of Chromalin Plain are available in Plain 9" Border and 5/8" and 1" Feature Strips:  
No. 7, No. 8, No. 18, No. 19, No. 6, No. 13, No. 15, No. 17, No. 10 and No. 11.





No. 6776

sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"





No. 6774

sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"





No. 6773

sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"





No. 6771

sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9,

Repeat 18"



**BIRD**

*Armored with* **BAKELITE**  
FLOOR COVERINGS

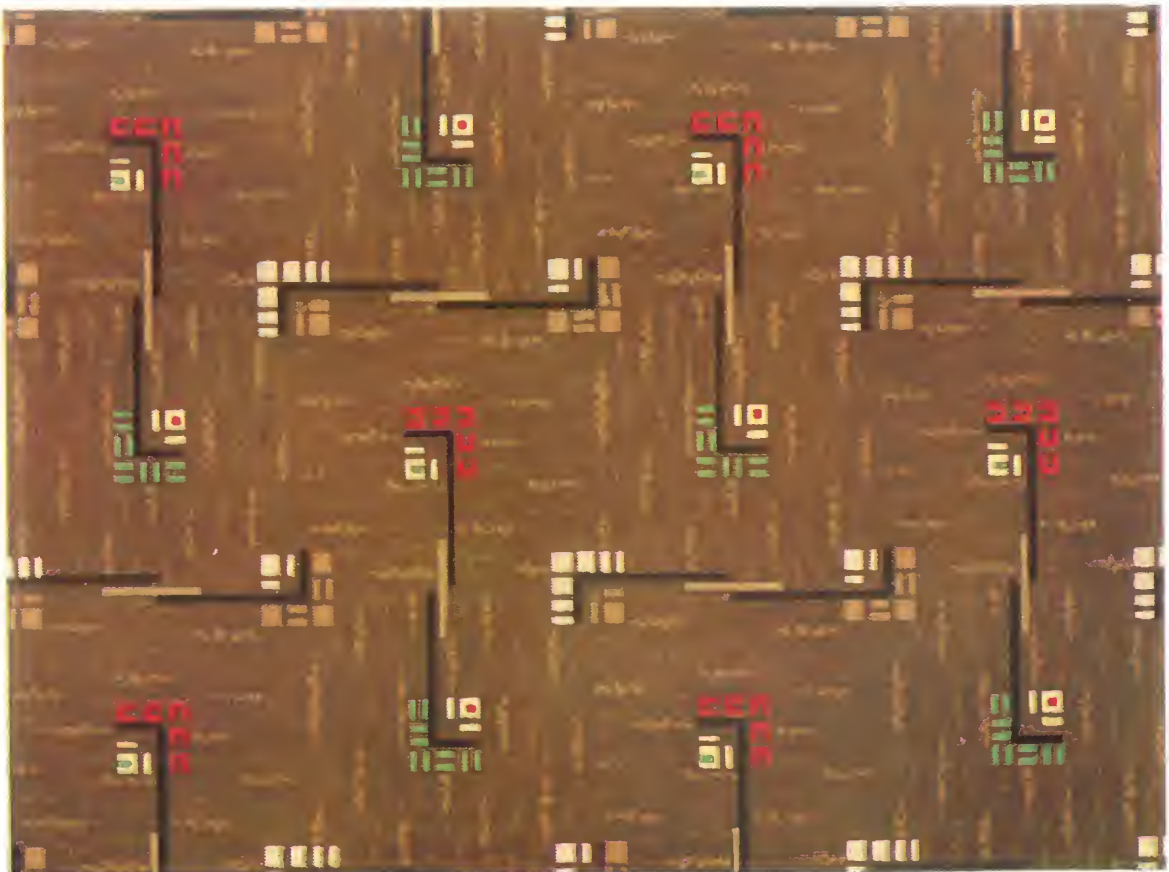
Clean Easier

Stay Brighter

Last Longer

Cost No More

AN EXCLUSIVE BIRD PROCESS



No. 3789 2 yds. wide, 8/4

No. 1789 3 yds. wide, 12/4

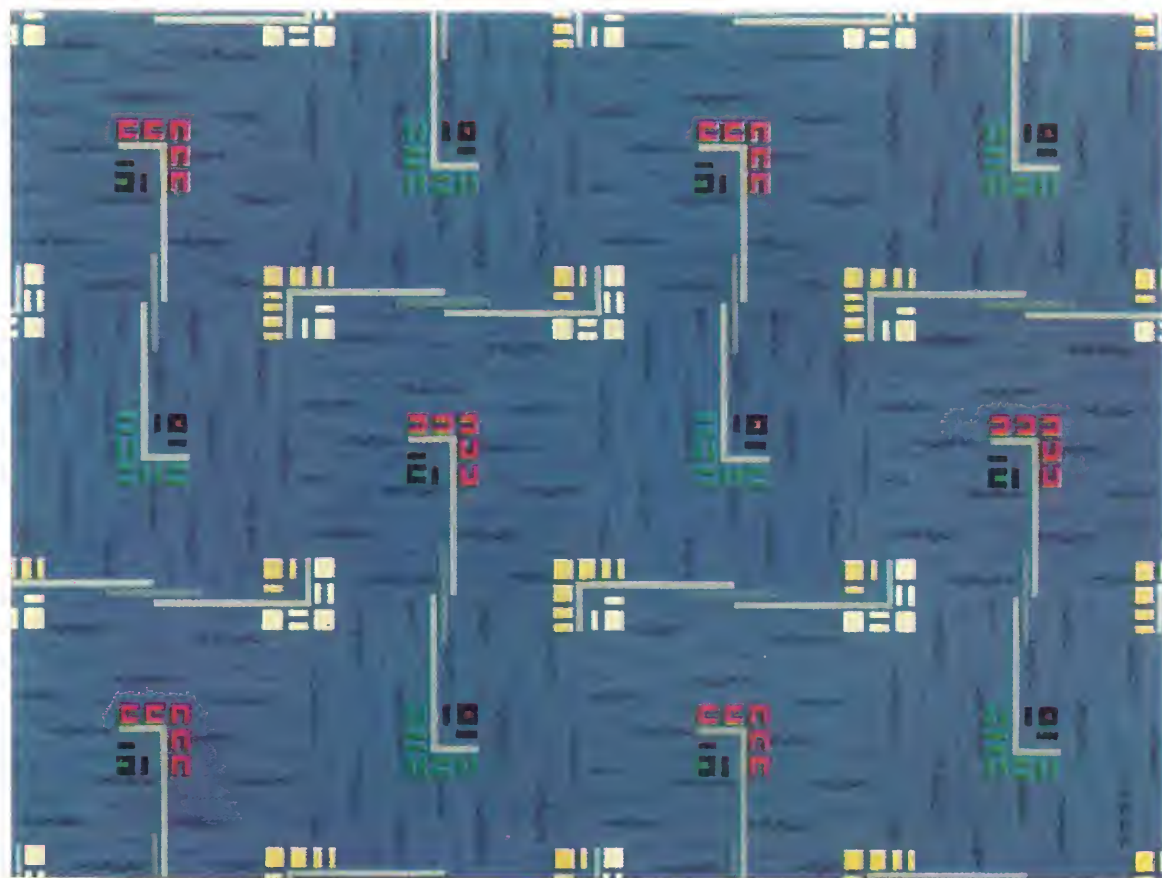
Repeat 18"



No. 3784 2 yds. wide, 8/4

No. 1784 3 yds. wide, 12/4

Repeat 18"

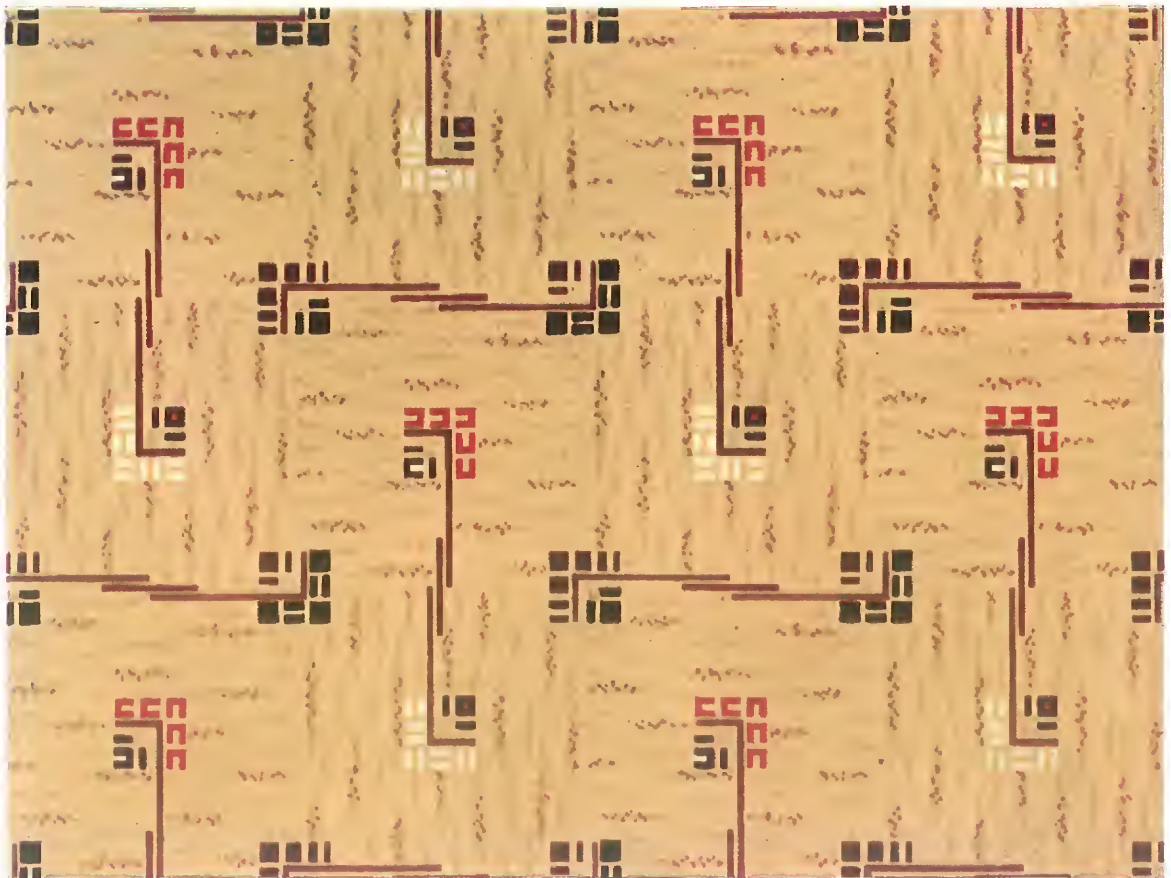


No. 3783 2 yds. wide, 8/4

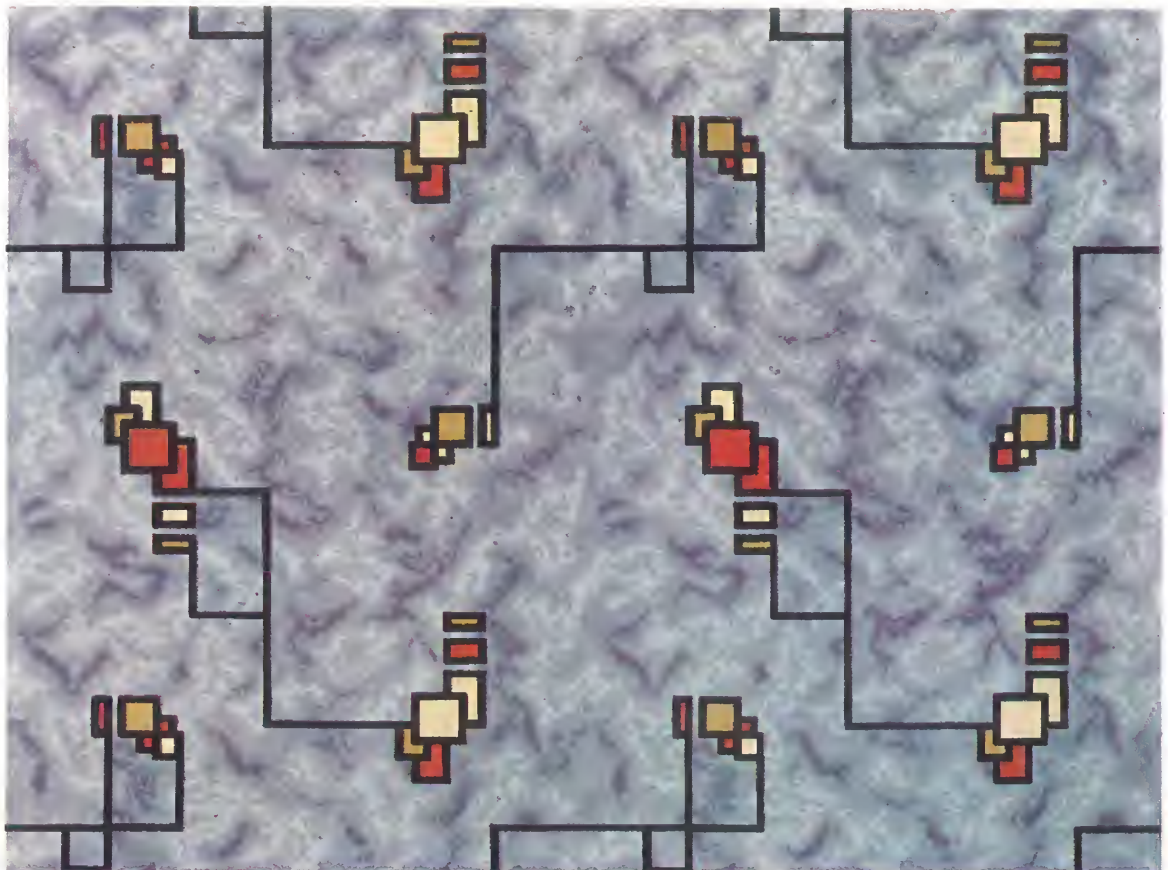
No. 1783 3 yds. wide, 12/4

Repeat 18"



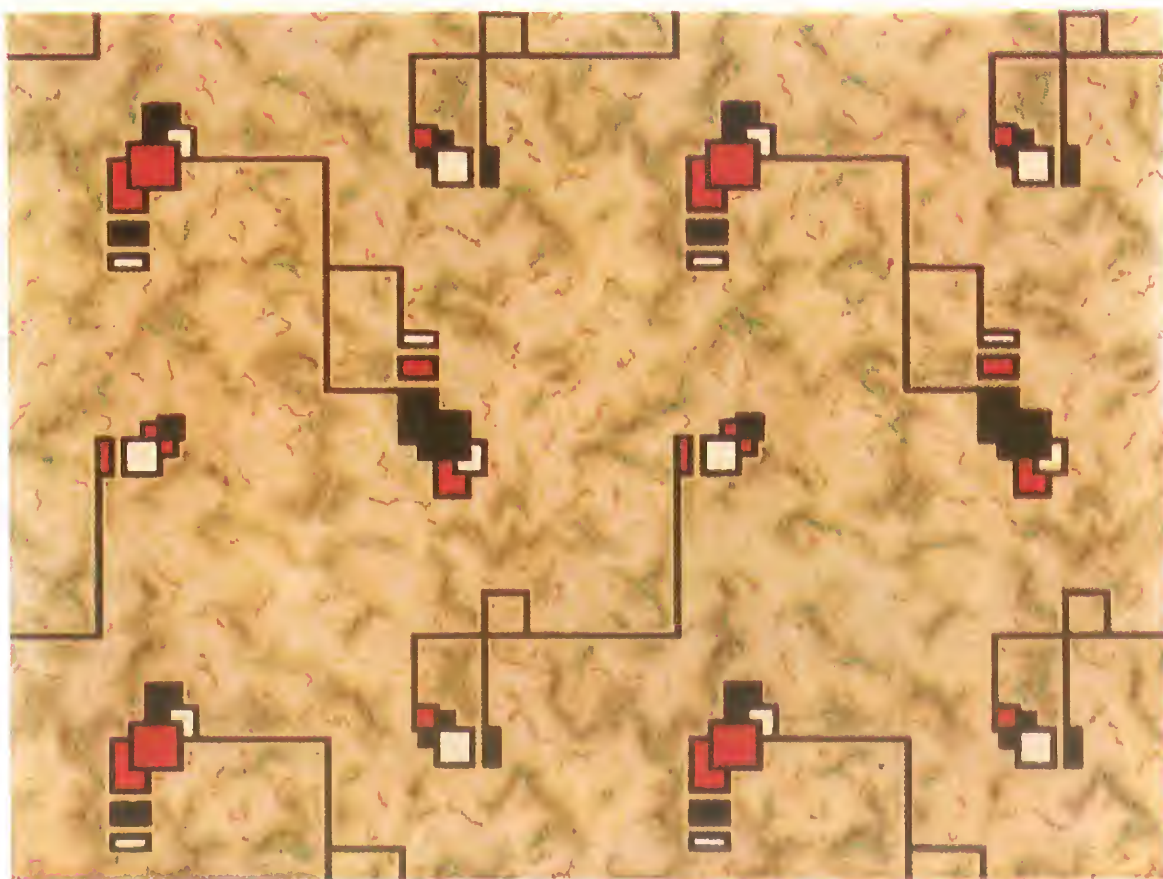


No. 3781 2 yds. wide, 8/4      No. 1781 3 yds. wide, 12/4      Repeat 18"



No. 3779 2 yds. wide, 8/4 only      Repeat 18"





No. 3778 2 yds. wide, 8/4 only

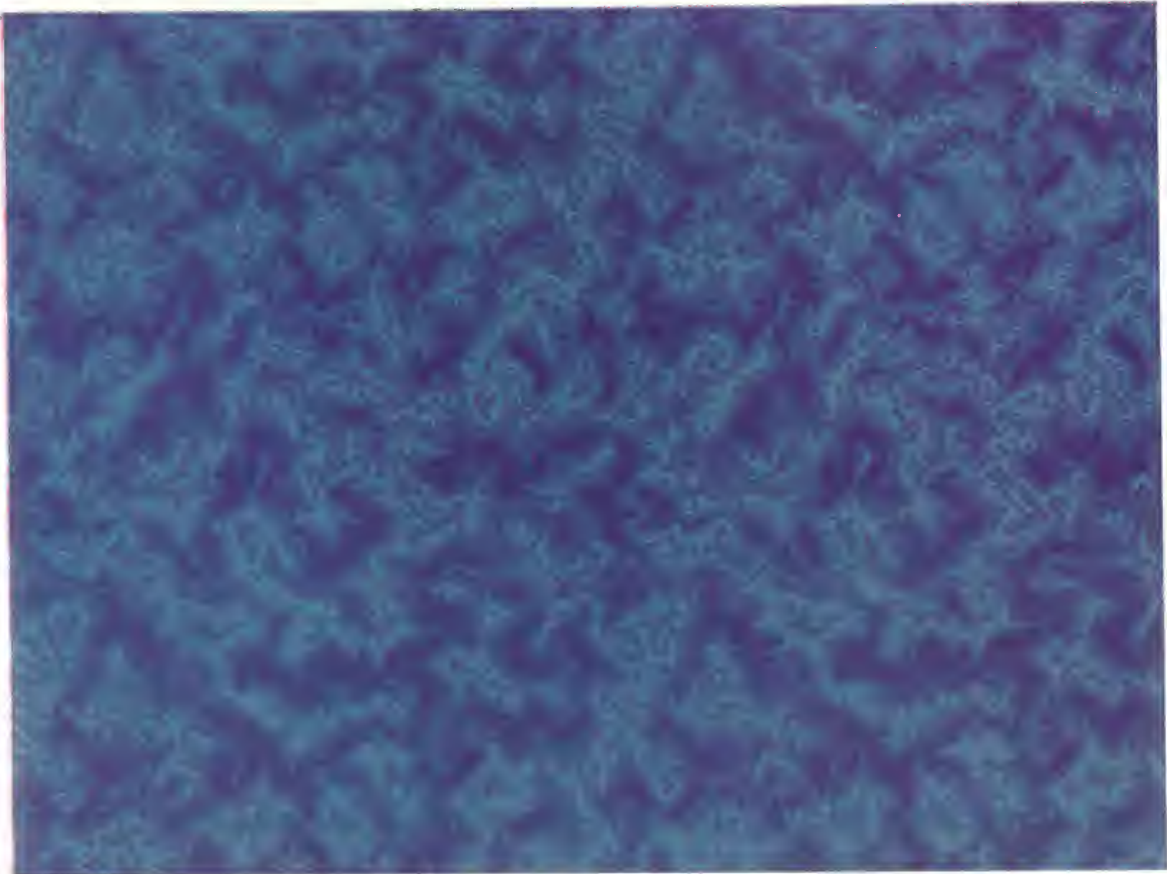
Repeat 18"



No. 3775 2 yds. wide, 8/4 only

Repeat 18"





No. 3763      2 yds. wide, 8/4 only

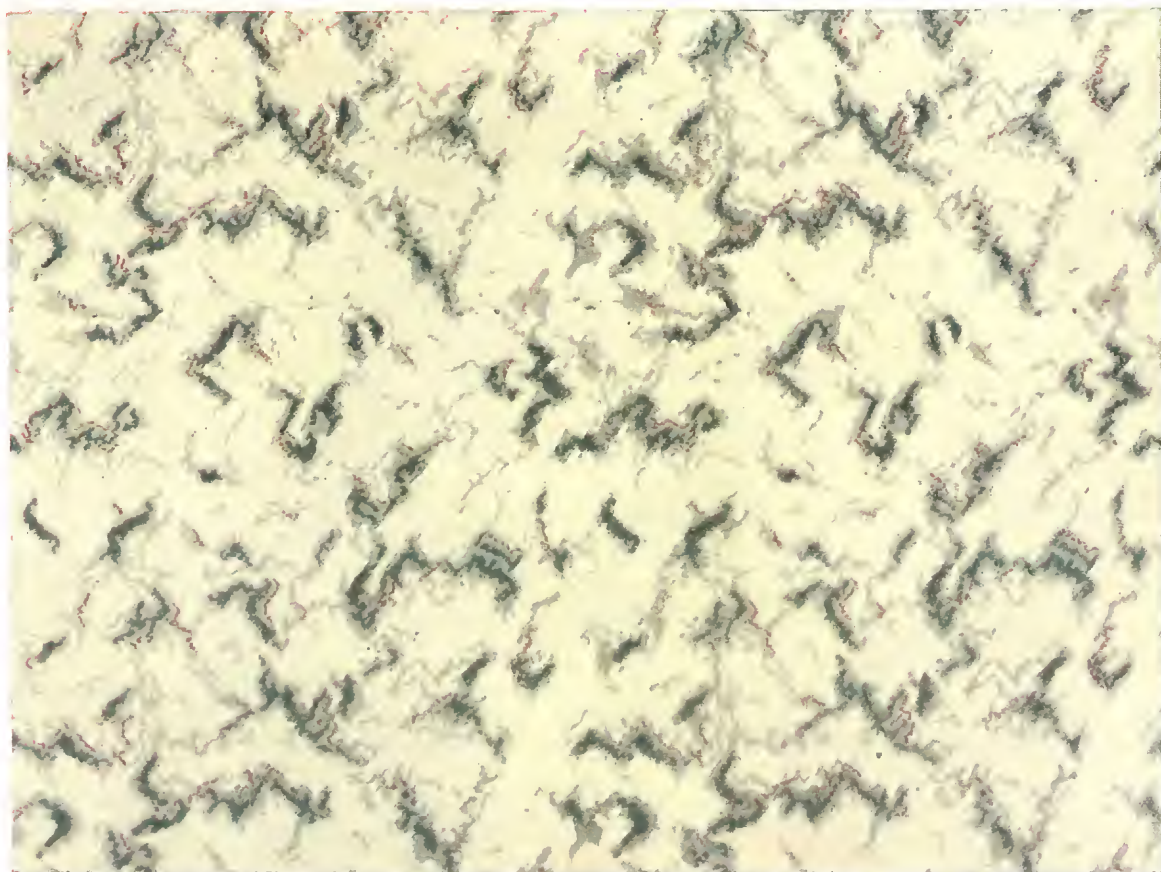
Repeat 18"



No. 3766      2 yds. wide, 8/4 only

Repeat 18"





No. 3764    2 yds. wide, 8/4 only

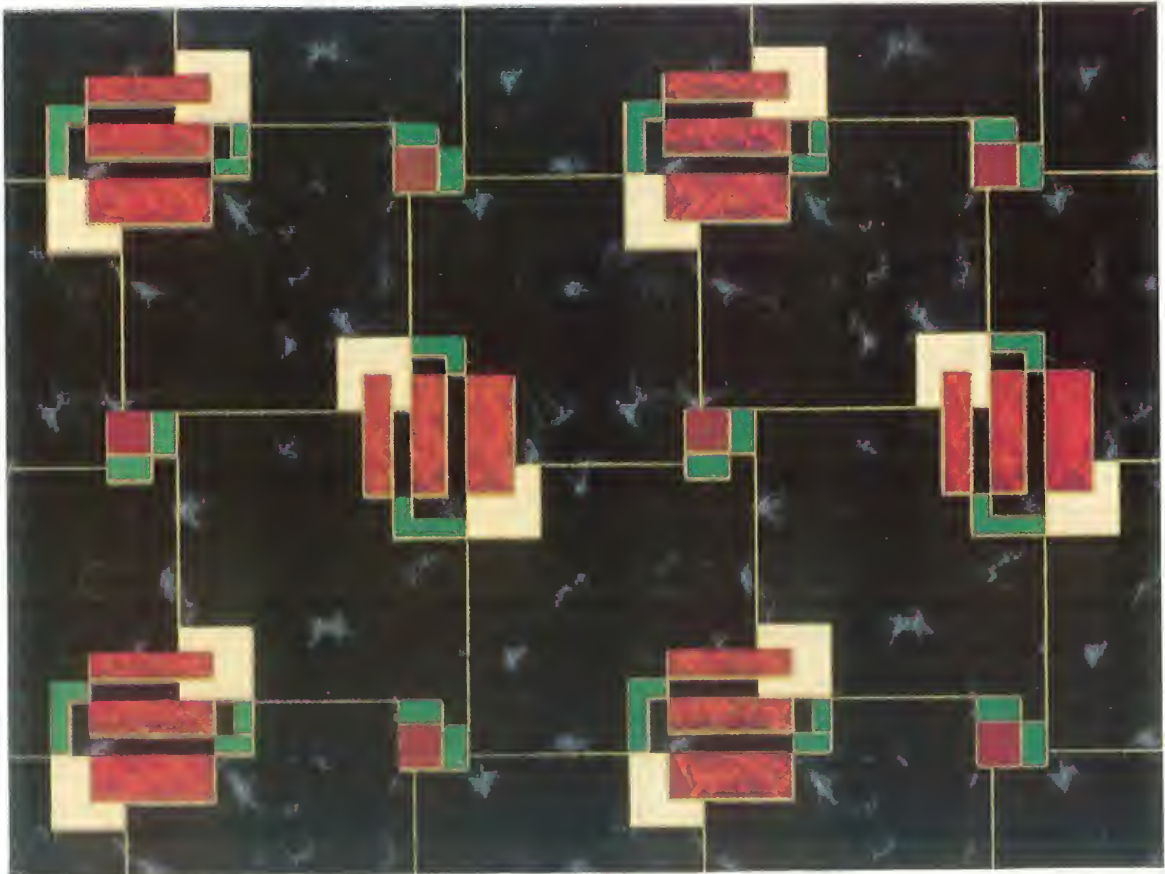
Repeat 18"



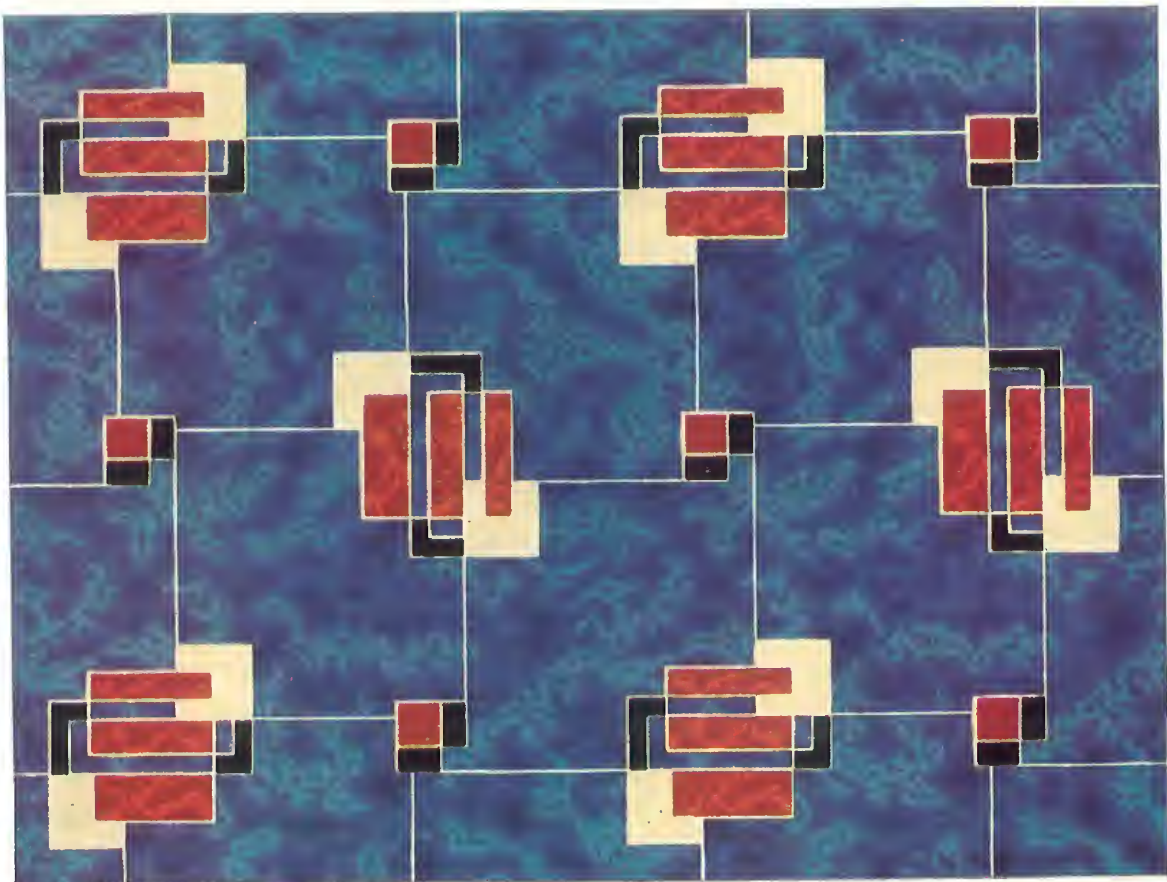
No. 3761    2 yds. wide, 8/4 only

Repeat 18"





No. 3749    2 yds. wide, 8/4    No. 1749    3 yds. wide, 12/4    Repeat 18"

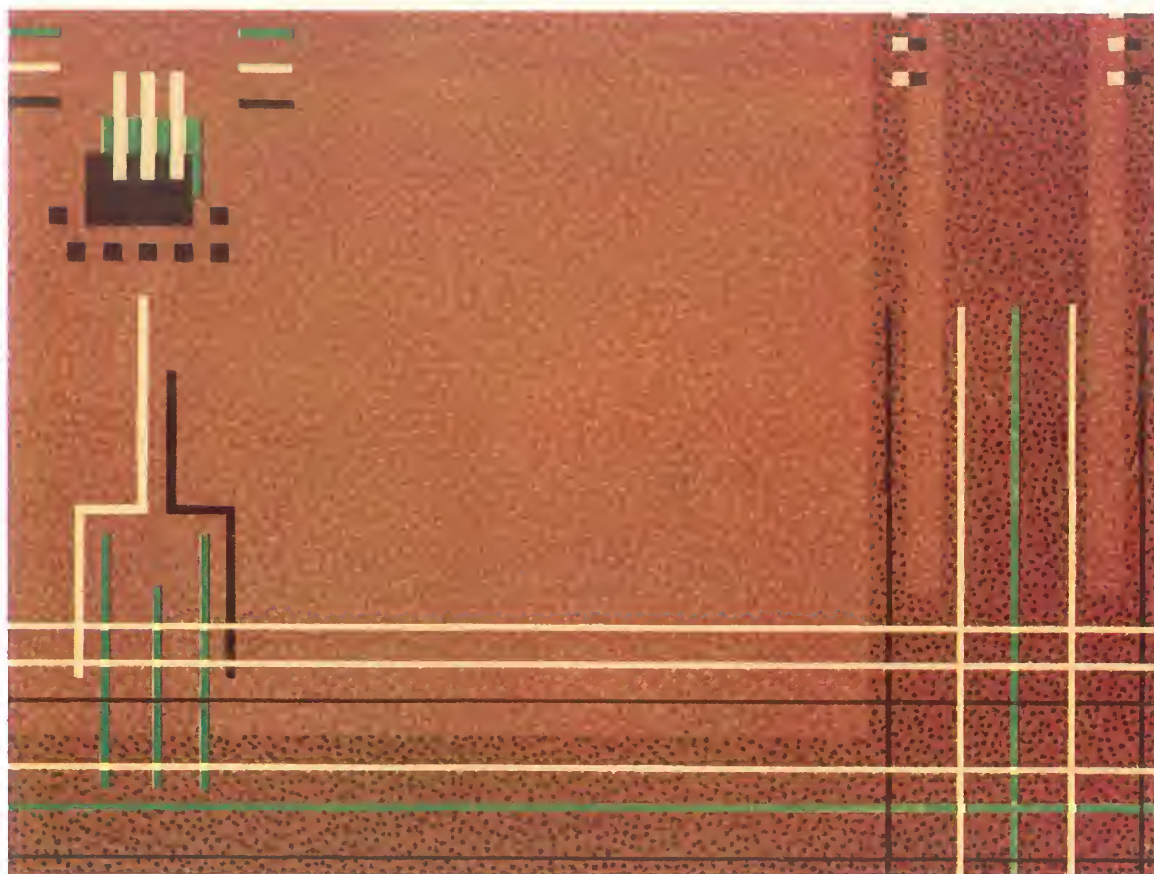


No. 3748    2 yds. wide, 8/4 only    Repeat 18"

## ECONOMY

### *Rugs and Floor Coverings*

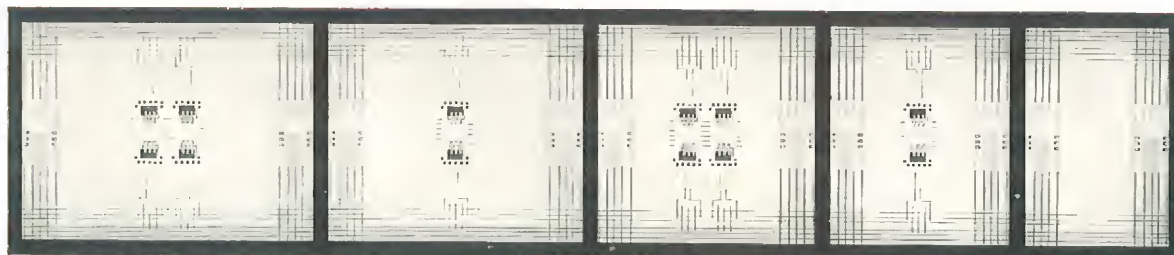
Economy Rugs and Floor Coverings are guaranteed to be made to the Bird high standard of quality. In spite of their extreme low cost, the same infinite care has been taken to insure you a complete range of colorful rugs and floor covering patterns.



No. 2937

sizes 9x12, 9x10½, 9x9, 7½x9, 6x9,

1/9 Reduction



9x12

9x10½

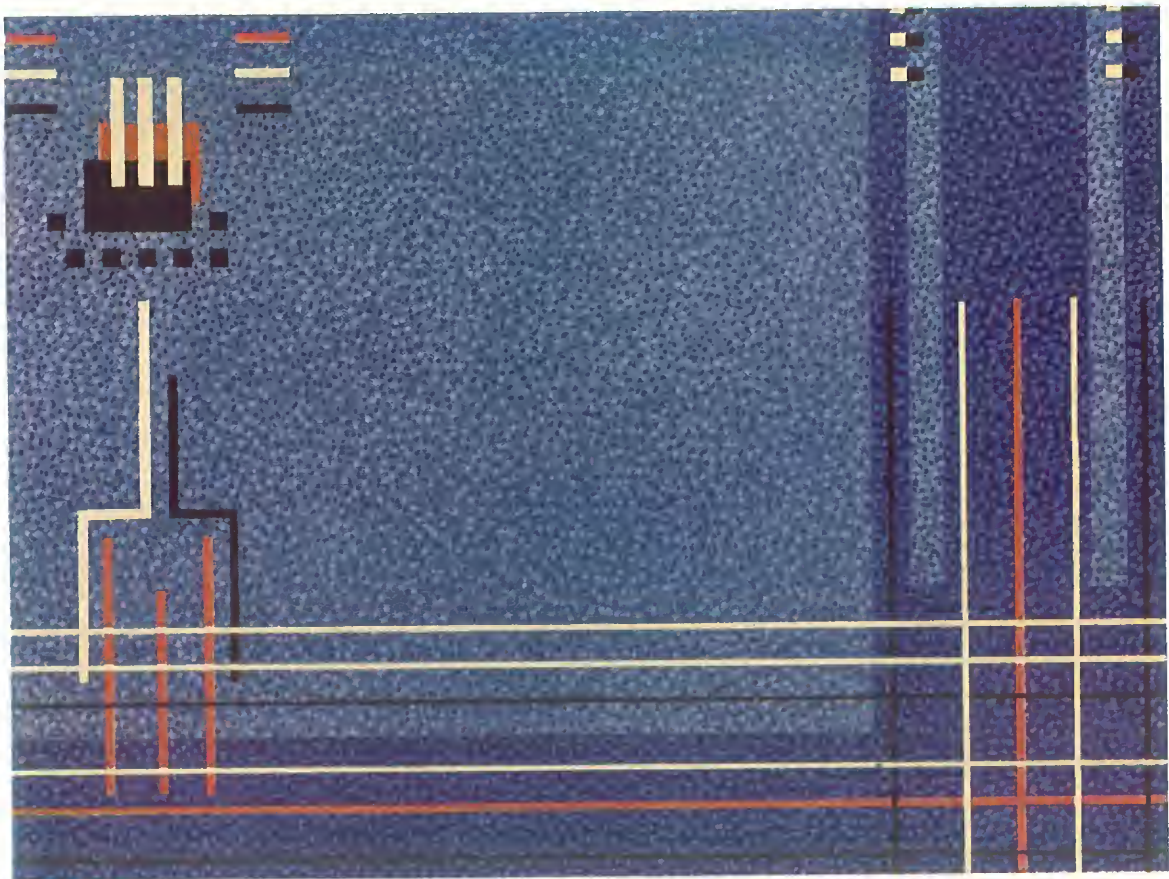
9x9

7½x9

6x9

Design layout for various rug sizes in patterns numbered 2937—2933—2931—2930

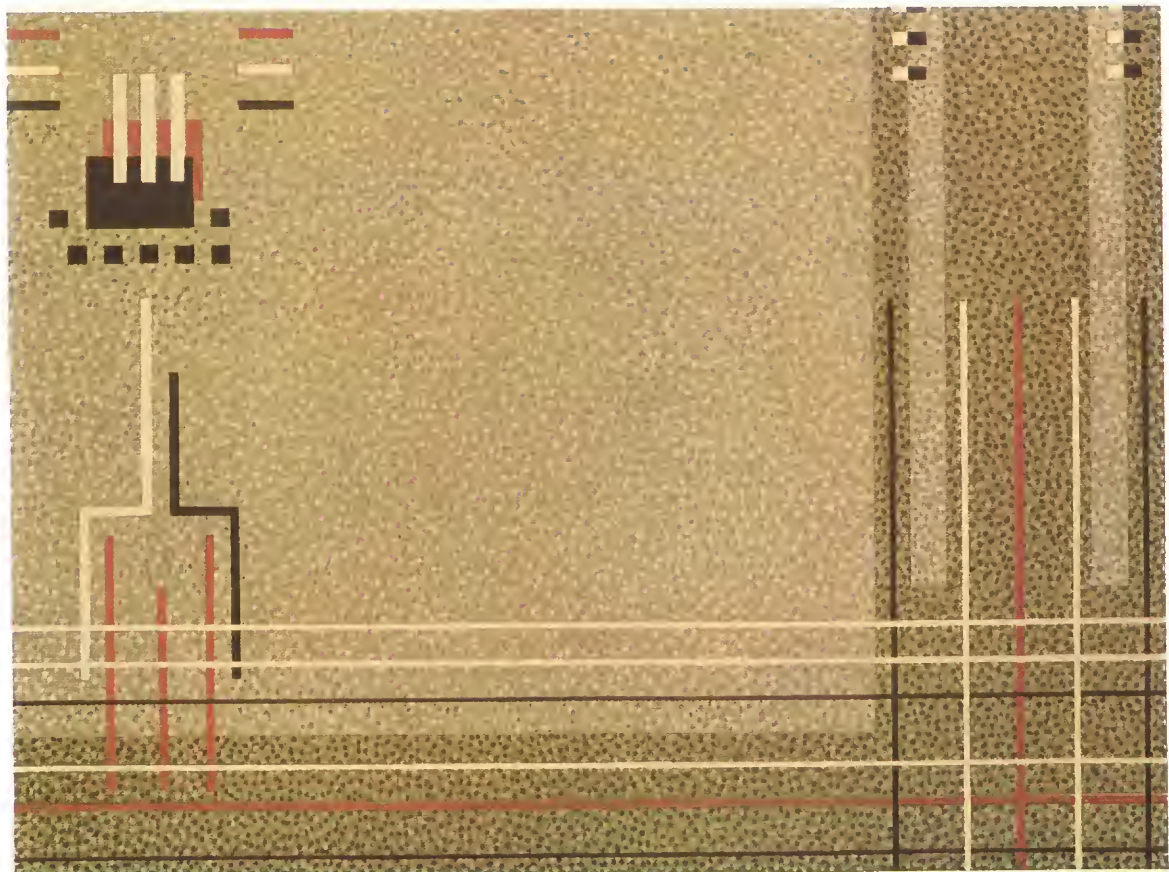




No. 2933

sizes 9x12, 9x10½, 9x9, 7½x9, 6x9,

1/9 Reduction

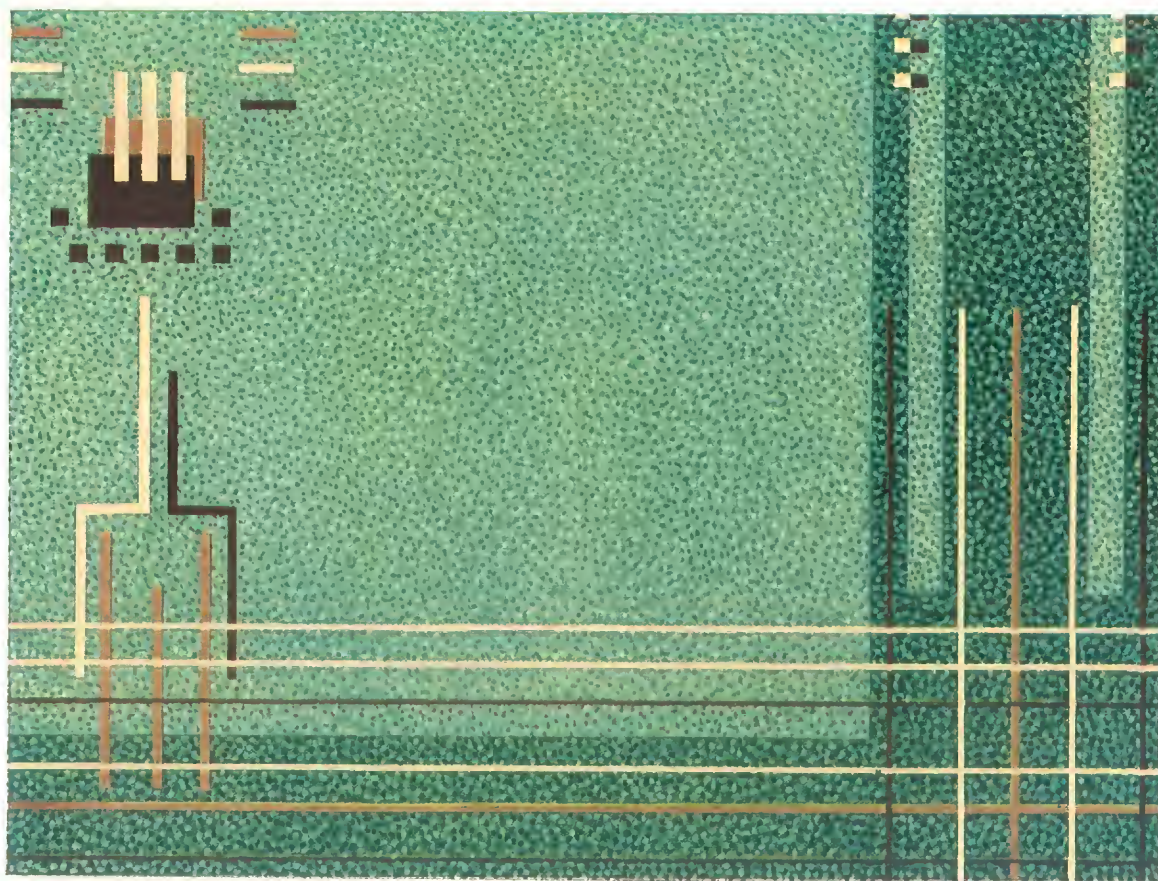


No. 2931

sizes 9x12, 9x10½, 9x9, 7½x9, 6x9,

1/9 Reduction

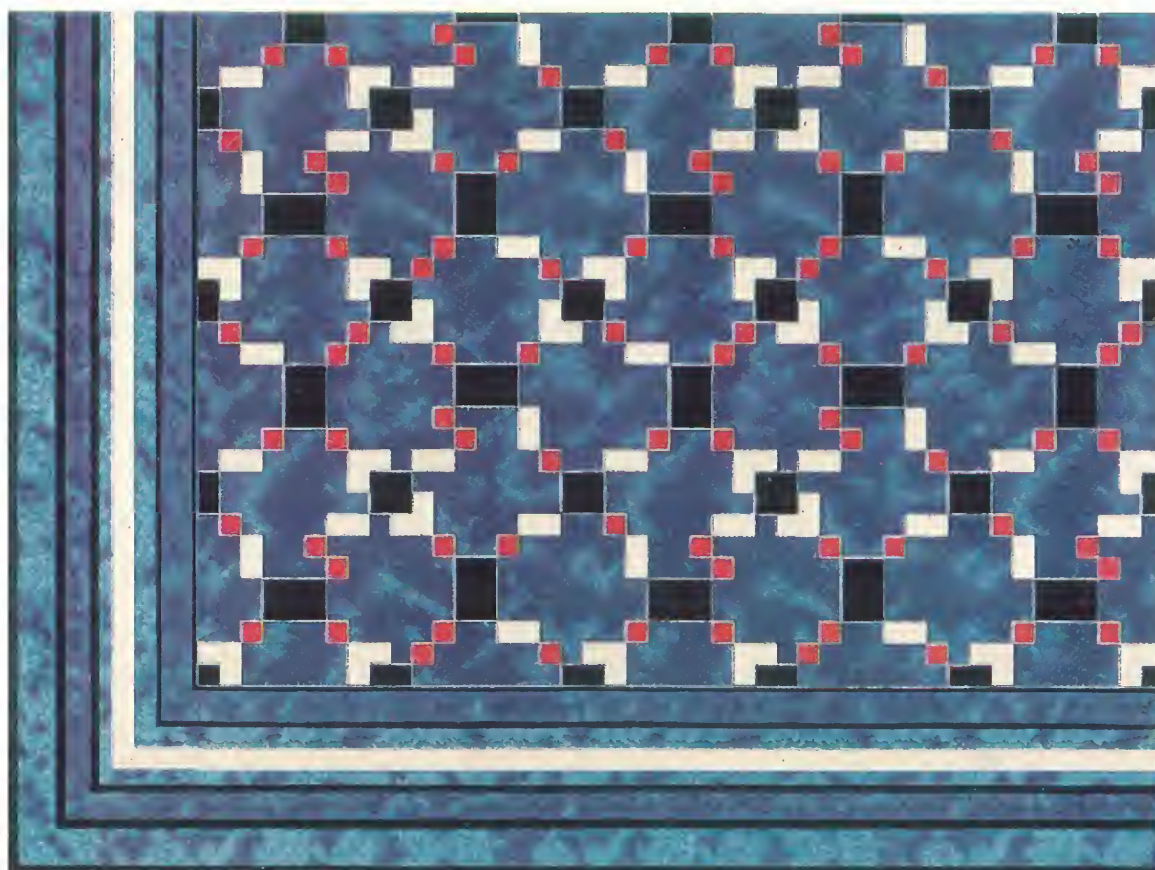




No. 2930

sizes 9x12, 9x10½, 9x9, 7½x9, 6x9,

1/9 Reduction

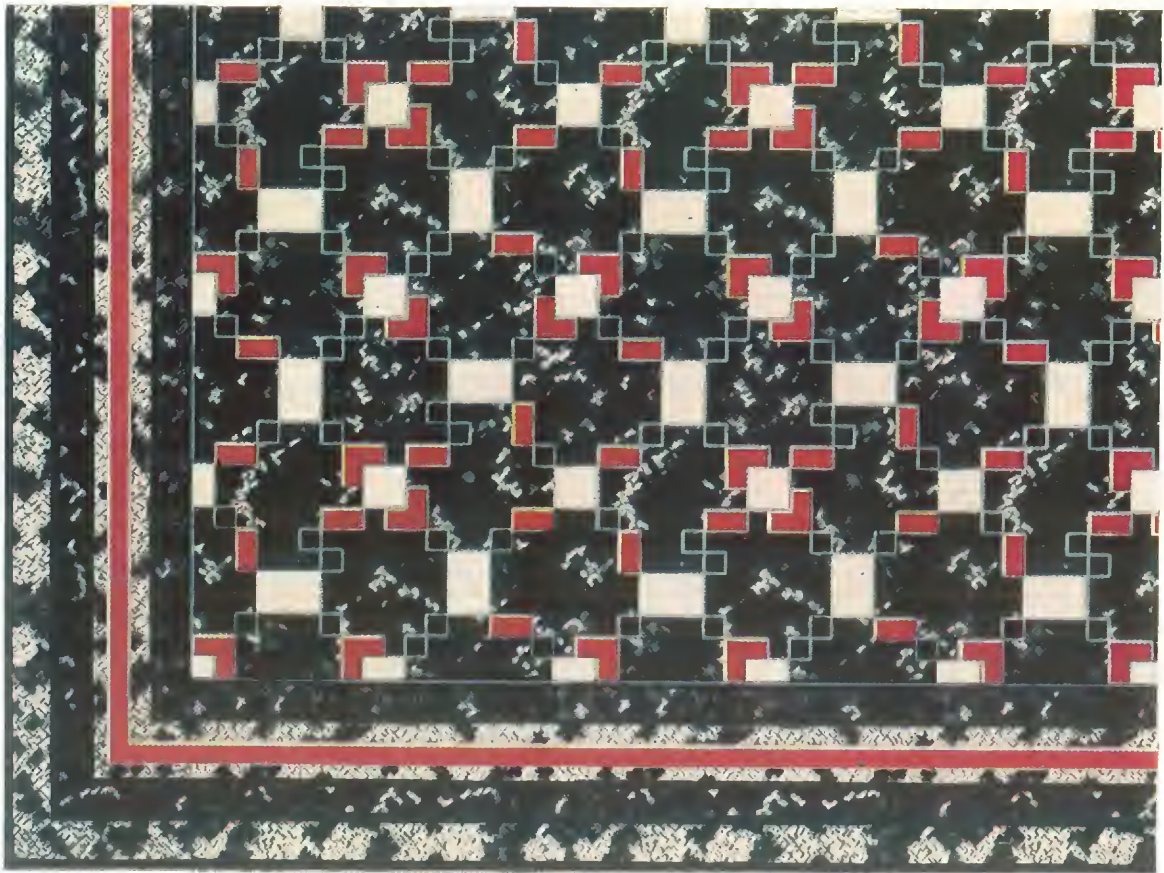


No. 2909

sizes 9x12, 9x10½, 7½x9, 6x9,

Repeat 18"





No. 2906

sizes 9x12, 9x10½, 7½x9, 6x9,

Repeat 18"

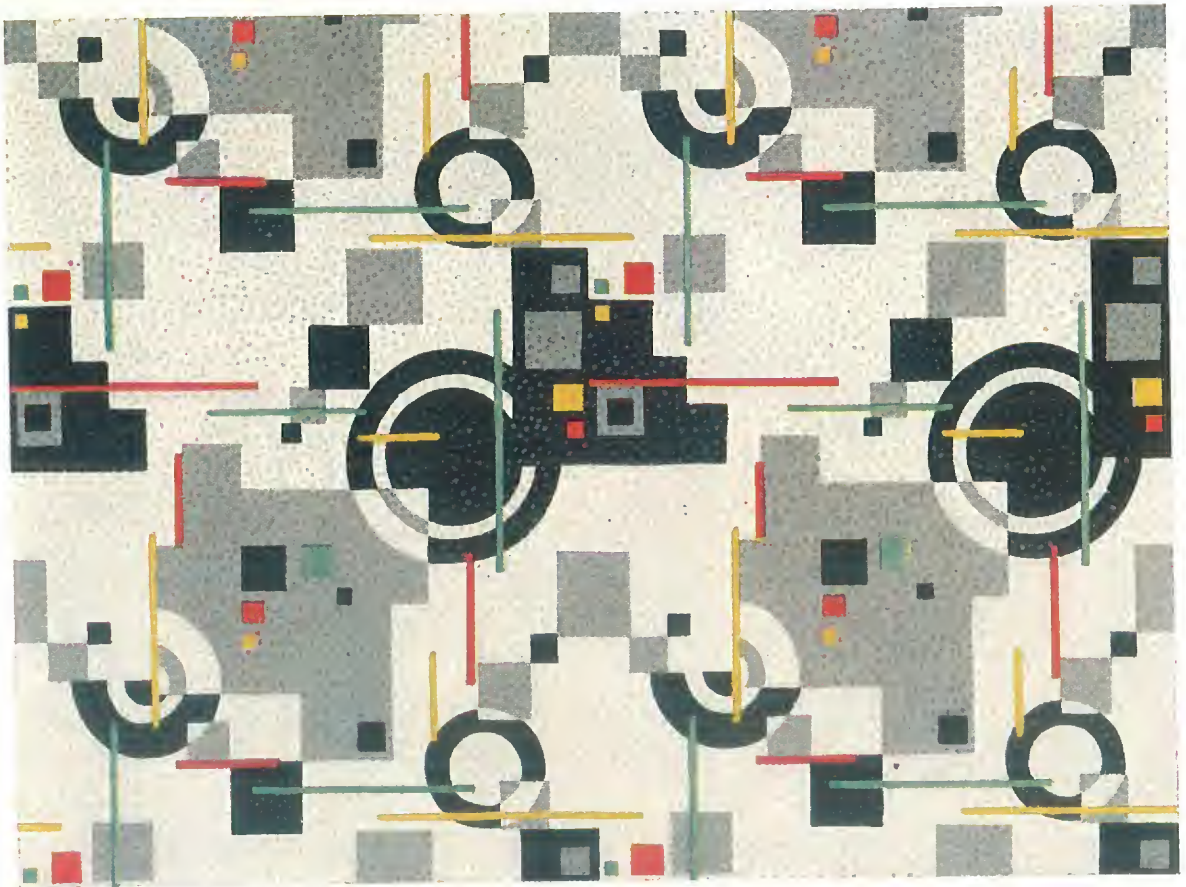


No. 2893

sizes 9x12, 9x10½, 9x9, 7½x9, 6x9,

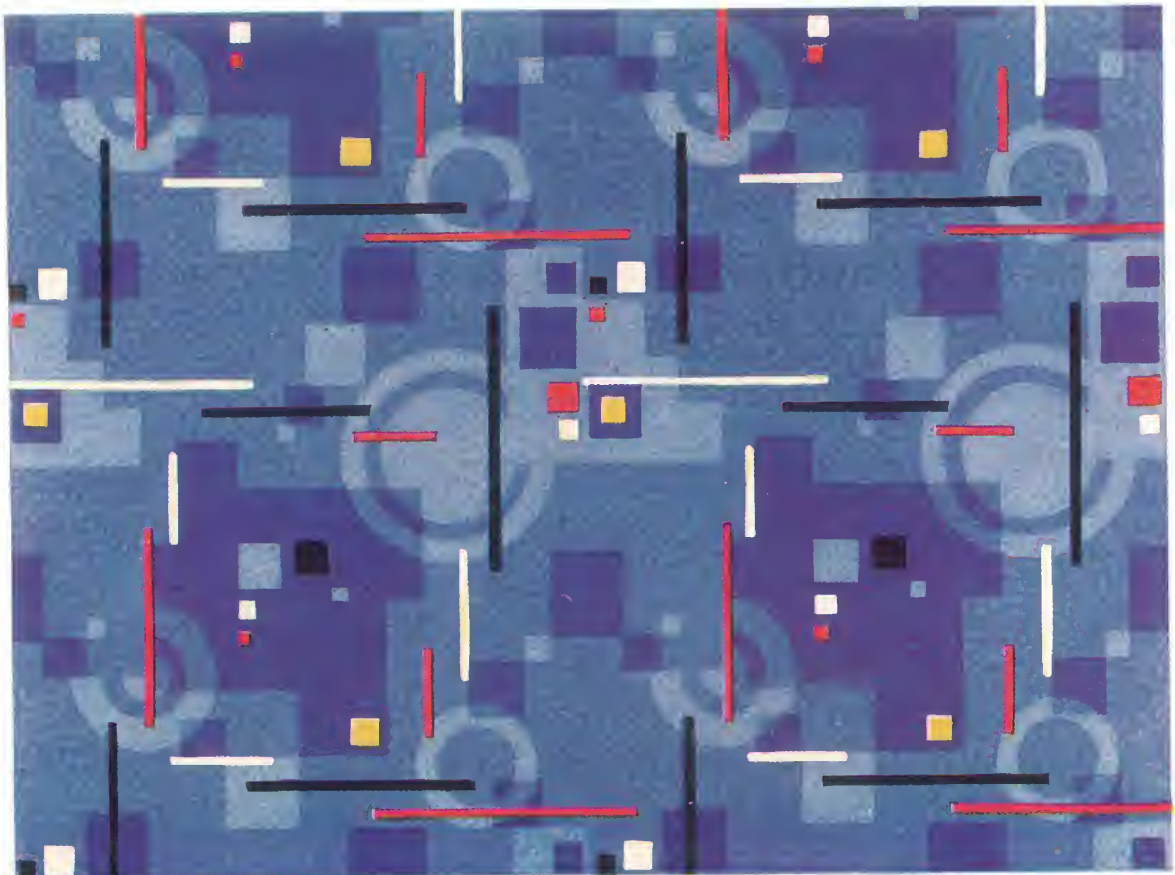
Repeat 18"





No. 4946 2 yds. wide, 8/4 only

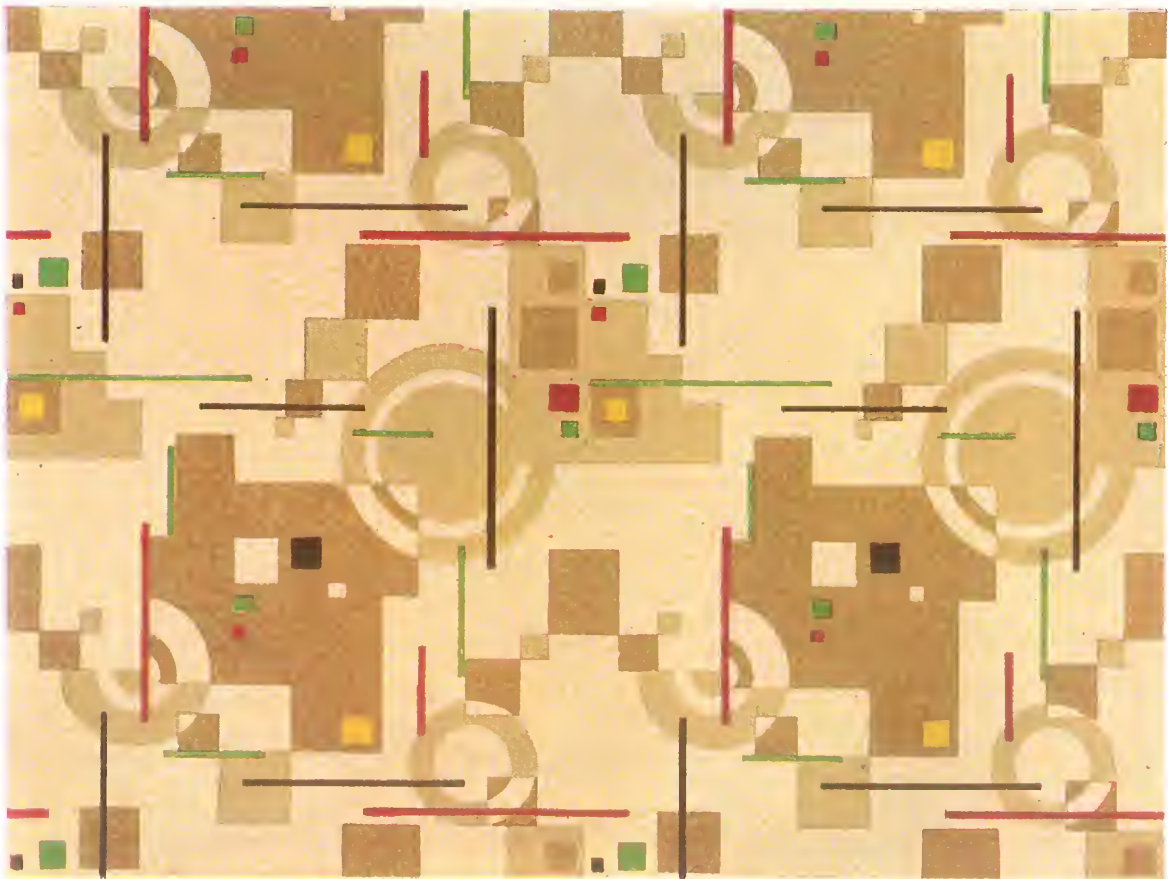
Repeat 18"



No. 4943 2 yds. wide, 8/4 only

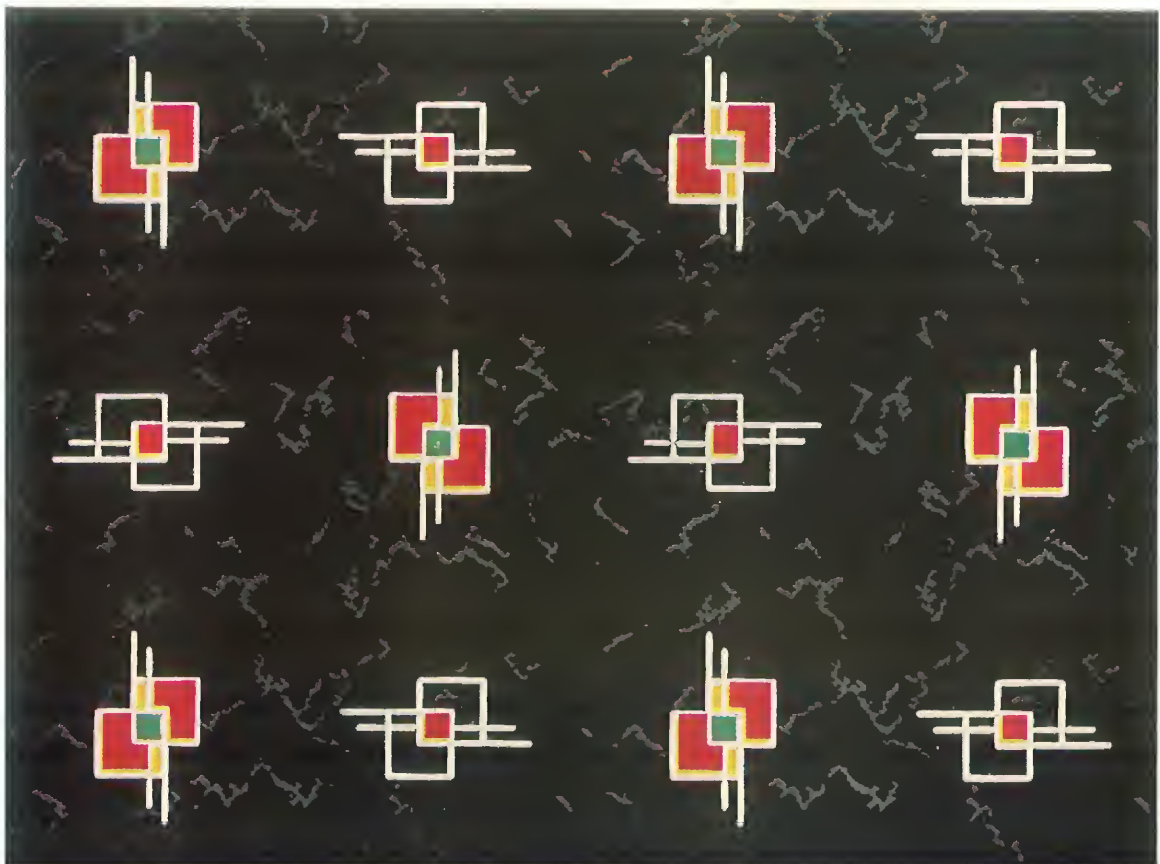
Repeat 18"





No. 4941 2 yds. wide, 8/4 only

Repeat 18"



No. 4919 2 yds. wide, 8/4 No. 5919 3 yds. wide, 12/4

Repeat 18"

# CODE WORDS 1938 FALL PATTERNS

# ORDERS AND SHIPMENTS

## BIRD CHROMALIN RUGS

Patt. No.	9x15	9x12	9x10 1/2	9x9	7 1/2x9	6x9
9413	—	Club	Dig	—	Gamet	Hague
9461	—	Colt	Dine	—	Garda	Hanse
9463	—	Coon	Doctor	—	Gera	Harbin
9466	—	Copper	Dog	—	Gland	Harlot
9471	—	Cow	Doll	—	Glint	Heft
9473	—	Cram	Dome	—	Glum	Helen
9476	—	Crib	Dope	—	Grace	Hesper

## BIRD ARMORED WITH BAKELITE RUGS

Patt. No.	9x15	9x12	9x10 1/2	9x9	7 1/2x9	6x9
6750	Xbetol	Xcrown	Xdot	Xfur	Xgrana	Xhinge
6755	Xbush	Xcruise	Xdraco	Xfog	Xgrass	Xhollo
6771	Xbanta	Xchannel	Xdangle	Xfatal	Xgallery	Xhackle
6773	Xbath	Xchariot	Xdeity	Xfence	Xgambia	Xhalo
6774	Xbent	Xchorus	Xdendro	Xfever	Xgilly	Xhamper
6776	Xberm	Xcibo	Xderrick	Xflag	Xglad	Xharm

## ECONOMY RUGS

Patt. No.	9x15	9x12	9x10 1/2	9x9	7 1/2x9	6x9
2893	—	Cup	Dump	Flake	Gravy	Hexad
2906	—	Curve	Dandy	—	Greed	Hickory
2909	—	Cyan	Derog	—	Griddle	Honor
2930	—	Cycle	Dray	Fedo	Grod	Horat
2931	—	Cynic	Dress	Flame	Grove	Hose
2933	—	Crop	Drum	Fem	Grump	Hostess
2937	—	Crane	Devon	Fang	Guest	Hoy

## BIRD ARMORED WITH BAKELITE FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
3763	Xstool	1781	Xtruth
3775	Xsacred	1783	Xtug
3778	Xsacrum	1784	Xtunnel
3779	Xsepta	1789	Xturnip
3781	Xshaft	—	—
3783	Xshaggy	—	—
3784	Xshield	—	—
3789	Xshrimp	—	—
3761	Xshoal	—	—
3748	Xshower	—	—
3764	Xsigma	—	—
*3766	Xsilex	—	—
3749	Xsally	1749	Xtavern

\*also in 36" width, code word Xskee

## BIRD CHROMALIN PATTERNED FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
451	Silk	0451	Trona
456	Sink	0456	Trolley
461	Skiff	0463	Trowel
463	Smock	0466	Troy
466	Sabbath	—	—

## ECONOMY FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
4919	Slat	5919	Tyrant
4941	Snip	—	—
4943	Socket	—	—
4946	Soda	—	—

## BIRD RUBBERLIKE MATTING

Width	Code	Width	Code
27"	Rex	36"	Rod

## CHROMALIN ASSEMBLED BORDERS

Patt. No.	Feature	Body	Code
56-A	Egg Shell	Black Jaspe	Spruce
56-B	Emerald Green	Black Jaspe	Stolon
56-C	Crimson	Black Jaspe	Storm
56-D	Turquoise Blue	Black Jaspe	Swallow
56-E	Orange	Black Jaspe	Swamp
56-F	Yellow	Black Jaspe	Sprout

ABASH . . . . Add to order of.....the following

ADAMS . . . . Advise shipping date

AGAPE . . . . Can you ship

ANKLE . . . . Do not ship order

BITES . . . . Have you shipped our Order No.....

BRINK . . . . How soon can you ship

BUGLE . . . . Immediate delivery

BULBS . . . . Impossible to ship

CAGED . . . . Material shipped by.....on.....

CAMEL . . . . Material shipped to wrong address

CANIS . . . . Order received today

CANNY . . . . Order received yesterday

COBRA . . . . Ship by truck today

COMA . . . . Include in next warehouse truck

CREPT . . . . Referring to our Order No.....

DITTO . . . . Please rush delivery

DITTY . . . . Satisfactory to ship

DIXIE . . . . Ship at once

DOING . . . . Ship by express

DOLLY . . . . Ship by express today

DONOR . . . . Ship by freight

DOOMS . . . . Ship by freight today

DOWNY . . . . To be shipped

DRIFT . . . . When will shipment be made

DRIVE . . . . When will you ship Order No.....  
wire at once

DROVE . . . . Will be ready to ship

DUMMY . . . . Will be shipped

EAVES . . . . Will ship Order No.....

ELITE . . . . Will ship today

EMBED . . . . Will ship Monday

ENEMY . . . . Will ship Tuesday

ENTER . . . . Will ship Wednesday

ENVOY . . . . Will ship Thursday

ESSAY . . . . Will ship Friday

ETHEL . . . . Will ship Saturday

FLANK . . . . Wire amount of orders received

FREAK . . . . Wire record

FUROR . . . . Wire reply

## CODE QUOTATIONS AND PRICES

AGONY . . . . Carload prices delivered are.....

ALERT . . . . Carload prices f.o.b. are.....

BUMPS . . . . Less carload prices delivered are.....

BUNCH . . . . Less carload prices f.o.b. are.....

CHANT . . . . Prices subject to immediate acceptance for prompt  
shipping instructions and to change without notice.

CHART . . . . Quote carload prices delivered

CHUMP . . . . Quote carload prices f.o.b.

COINS . . . . Quote less carload prices delivered

COLON . . . . Quote less carload prices f.o.b.



# BIRD . . . as an *Institution*



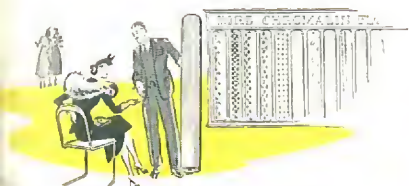
Founded in 1795, the continuous success of Bird and Son, inc. has proved the sound principles upon which they make and distribute their products. A long time in business is something which may mean much, and when coupled with a continuous record of quality production, with more and more dealers handling our products, does mean a great deal.

Bird's reputation for quality has been made possible by two things:

- 1.—Our determination to make good products.
- 2.—The fact that we have equipped ourselves to make these products from start to finish, and control production operations at every stage.

You will find in Bird Floor Coverings uniformity, toughness, high gloss, fast colors, and extreme surface smoothness.

Your recollection of good quality will remain long after the price is forgotten.



The Floor  
Covering Unit  
of the  
Bird Plants

